April - 1957



Centennial Highlights...

In West Palm Beach a Mayor proclaimed Architect's Week for the profession of which he is a member . . . and in Tampa an editor who is also an architect spoke before the Florida Central Chapter and offered the profession The Challenge of a Choice.

...Now ready for use



This booklet has been prepared for the use of Florida AIA architects by a Special Committee of the Florida Association of Architects. As a matter of public information, it is written in layman's language about the architect and the services he can render to those contemplating a building project . . . As such it is a brief guide to better building — and already five of Florida's 10 AIA Chapters are using it as part of their local public relations program . . . This booklet is available in quantity only through AIA Chapters in Florida. Single copies may be obtained for 15 cents (in coin) from the FAA Executive Secretary's office . . .

The Florida Architect

VOLUME 7 — APRIL, 1957 — NUMBER 4

CONTENTS

THE COVER

ARCHITECT-MAYOR SIGNS A PROCLAMATION — Hon. Maurice E. Holley, AIA architect and Mayor of West Palm Beach, beams as he signs an Official Proclamation for his city designating February 17th to 24th, 1957, as Architects' Week in line with the nation-wide observance of the AIA's centennial anniversary. Flanking Mayor Holley are, left, Edgar S. Wortman, President, FAA, and Hilliard T. Smith, President of the Palm Beach Chapter, AIA, of which both Mayor Holley and President Wortman are members.

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, T. Trip Russell. Editor — Roger W. Sherman.

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Chatelain Calls for Federation To Solve Development Problems

AIA President says "new layer of Government" will be needed to help cure urban ills and assure future regional progress.

On February 23, 1957, at a Centennial Celebration luncheon in the Dome Room of Federal Hall, New York, AIA President Leon Chatelain, Jr., FAIA, sketched a significant professional objective for architects during the Institute's second century of progress. Speaking to a crowd of notables gathered to mark the Institute's hundredth-year birthday, the AIA president touched briefly on the founding of the AIA, the conditions which prevailed at that time and the development of current conditions which call clearly for decisive and vigorous action toward protecting the future of our communities. Then he said:

"The architect's task today lies in planning for the human environment of the future . . . Yet the very environment in which our lives are shaped and spent is deteriorating because of pressures which presently seem almost beyond control. The movement seems slower and less dramatic than the threats of conflicts abroad, because we seldom read about it in our newspapers. For all of this, however, it is just as important.

"In this Centennial year of our professional society, we can see that we are being slowly strangled by a creeping paralysis of our cities and towns. The population of the United States has grown to 170 million persons. By 1975, we are told, it will reach perhaps 228 millions. We are living to an older age. At the same time, our birth rate is expanding. The average family has two children. Yet the number of families with three or more children has doubled in the past twenty years.

"In the years which followed World War II suburban growth was accelerated. People who were earning larger incomes began buying more and more homes. Industry followed its workers to the suburbs. The automobile which made the whole process possible has become a symbol of tyranny as well as a device of convenience. Now even our suburban schools are inadequate to meet the need. And our cities are congested to the point of choking.

"Actually, the word 'city' is nearly an extinct term. So it is with the oft-repeated phrase 'flight to the suburbs.' For the 'suburb' itself, in the original meaning of the word, is disappearing. Instead we have developed into a nation with a score of

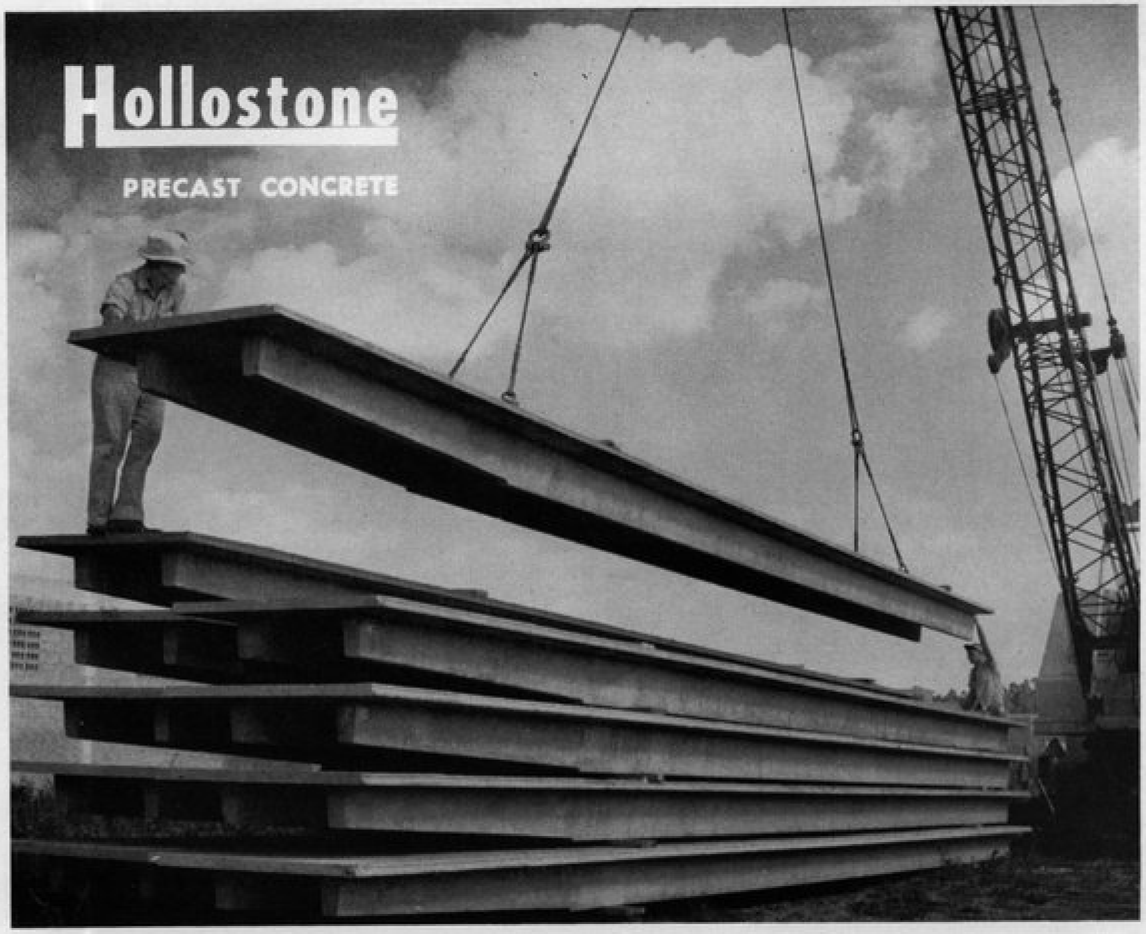
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Request Granted . . .

Comments on the presentation of renderings by JOSEPH N. SMITH in the April issue were many. Because most of them were complimentary, we hope to be able to show more examples of fine architectural renderings in the future. But careful as we thought we were with credit lines, we made an error, which was called to our attention by HERBERT H. JOHNSON, partner in the firm of WEED RUSSELL JOHNSON ASSOCIATES, Miami. His letter follows—and we are glad to grant the request contained in its last sentence

"*We wish to call your attention to an error in the article on Joe Smith in the last issue of 'The Florida Architect.' The credit line over the rendering of the proposed Dodge Island Development should not have contained our name. Our only connection with the project was to put Mr. Smith in touch with one of our clients who wished to obtain a drawing of the proposed development.*

"*Will you please correct this in the next issue?*"



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Chatelain . . .

(Continued from Page ?)

massive *urban mushrooms.* These have overlapped to the point where, for example, there is a huge urban ribbon — 600 miles long — extending from Boston to Fairfax County, Va. This huge belt is spreading westward to Chicago and Kansas City.

"Some say that the city centers are dying; that they are little more than decaying nerve centers. I would like to say that I believe that no organism can live without its nerve center, and that the preservation and restoration of these nerve centers are of vital concern to all of us. It is heartening to see what private groups and government on all levels have done to halt the decline and infuse new life into these centers by clearing blighted land, providing better housing, and slowing the desperate struggle of people to get farther and farther from the city heart. Yet this condition of blight is not confined to the cities. It affects many thousands of smaller communities throughout the nation, many of whose citizens feel powerless and financially unable to remedy the ills of a haphazard, crazy-quilt expansion of their municipalities.

"There is, I think, an important point to be made here. It is this: Municipal borders and state lines have come to mean very little. Sewer and water lines, the need for efficient police and fire protection, the problems of building enough homes and schools, and the fixing of traffic routes, don't end with city boundaries. In some sections of the United States — notably the South and West — efforts have been made to solve these basic administrative problems by *annexation* — the process of swallowing up more and more territory and governing more people. The federal government has launched a multi-million-dollar highway program. Yet public hearings must be held in every state, city, and township whose borders are to be crossed by the new federal roads.

"I believe that there is another way. It is *federation.* I do not believe that the federal government can, or should, assume control of the development and redevelopment of our communities. This is not the way of America. At the same time, we know that many of our simplest problems of providing community facilities for our growing urban areas cannot be solved by individual local governments working in opposition to one another.

"There must be long-range planning. Without it, we can do nothing. It has been proposed that millions of dollars of federal money be appropriated for the nation's public schools. It is needed, of course. But all the money in the world won't correct our school-building problems. We must find a way to set up long-range building programs — whose targets can be adjusted from year to year — so that school boards can emerge from the perpetual atmosphere of emergency and begin planning *ahead* of the immediate need.

"This applies, on a broad scale, to all our problems of improving our shabby or inadequate community facilities. In order to establish a procedural basis for getting this done, I suggest that we need *large federations of local governments, working together voluntarily on public problems which bridge their boundaries.*

"Call it, if you will, a *new layer of government.* This informal federation of local governments is working in a number of areas today. Planning commissions work out agreements for mutually-financed public parkland, sewer and water facilities, and recreational centers. This reasoning and working arrangement, I believe, also must apply to urban renewal programs and to the vitally important integration of urban redevelopment with the building of new highways. The two cannot be planned separately."

President Chatelain called on "all thinking Americans" for the public support needed to cope adequately with needed redevelopment problems. He characterized the overall need for action along these lines as not only a huge economic problem but as "a moral, educational, cultural and spiritual problem, too." And, speaking for "all of the 12,000 members of the AIA" he said.

"We are interested in this problem. We have been trained for it. We want to help. We will serve on public committees. It is only through these committees that the public is organized and the various levels of government are brought together in common focus to clear a slum, ease traffic congestion, erase blighted areas and build better schools."



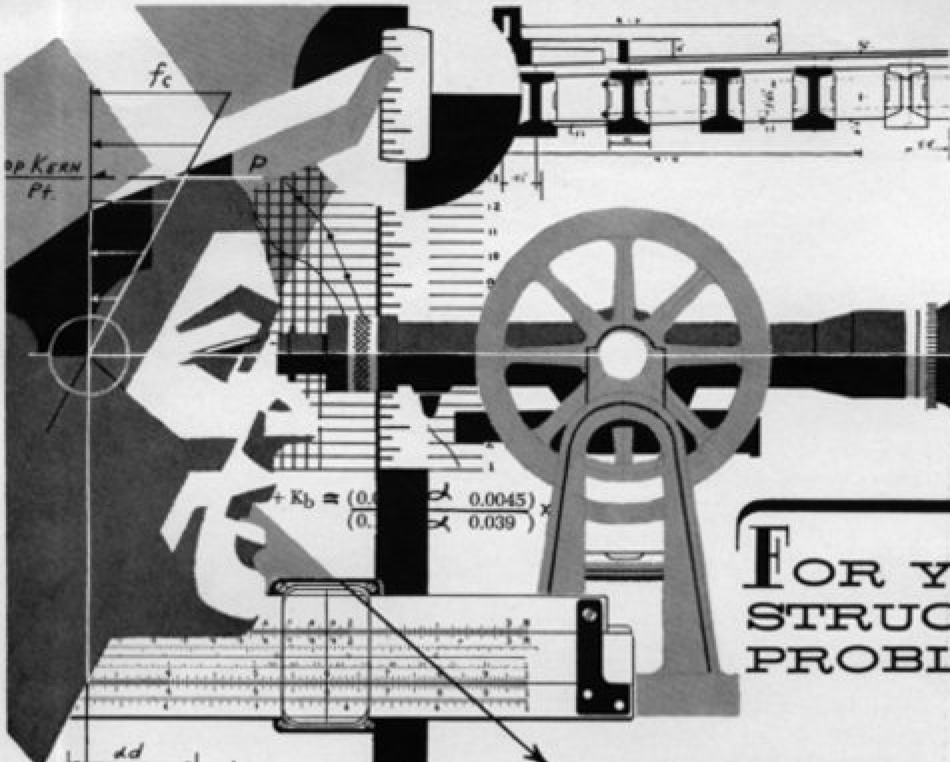
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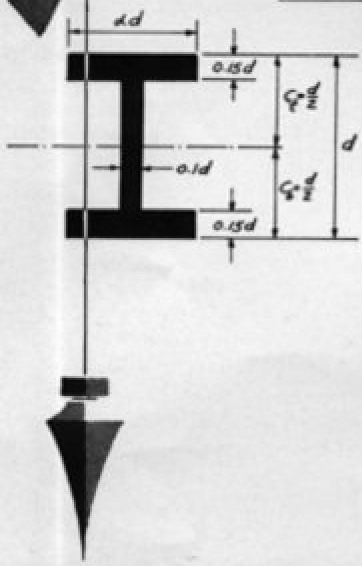
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FAA Directors' Meeting Held at Orlando

Board authorizes formation of two new Committees -- one on FAA Conventions, the other on FAA-Chapters Coordination.

A number of important matters were discussed by all but three of the FAA's 18 directors at a meeting of the FAA Board held March 16 in the San Juan Hotel at Orlando. Some were contained in reports of the few committee chairmen present.

Among those was SANFORD W. GOIN, FAIA, who spoke as chairman of the Education and Registration Committee and also as head of the Special Committee to aid the Governor's Committee on Schoolhouse Construction. On the first, he outlined this year's FAA student scholarship competition program and asked that four architects serve, with HAROLD REIKER of the U/F, as a jury. Named were MORTON T. IRONMONGER, JOSEPH M. SHIFALO, JAMES E. GARLAND and IVAN H. SMITH, with FORREST R. COXEN and ROBERT H. LEVISON as alternates. The program, *Housing for Married Students*, will be judged at the beginning of the Student Home show to be held April 27.

As to the Special Committee Report, Goin showed copies of an intensive study and recommendations prepared by his committee. This material was submitted to the Governor's Committee on Schoolhouse Construction on February 11, but has not yet been released by that body for publication.

Reporting on the Orlando Case, JAMES E. GARLAND showed a series of colored slides indicating the character of the Blankner School roof collapse. He stated that a full investigation had been made of this matter; and the Board went on record as authorizing its release to professional and technical societies only.

A resolution of sympathy was adopted relative to MELLEN C. GREELEY, FAIA. Mr. Greeley is now slowly recovering from a heart attack suffered some weeks ago.

Appearing before the Board, GEORGE M. MEGGINSON, State School Architect, asked for the Board's attention to the matter of architects' liability for errors or omissions resulting in construction or equipment failure. He indicated that the subject had been raised by school officials. Discussion resulted in the Board's offering services of the FAA to answer any questions relative to such matters.

Chief business of the meeting centered on two matters of FAA organization and operation. One concerned the future control of FAA Convention activities. Instead of placing all responsibility for planning, program and procedure on a host Chapter, it was felt that the FAA itself should assume this — with host Chapter activity confined to cooperating with the FAA to help carry through Convention plans at the local level. The Board authorized President Wortman to name a three-man FAA Convention Committee with rotating appointments. This would become a policy and planning group to work directly with the FAA Executive Secretary's office in developing future Convention plans. Responsibility for carrying through this Committee's recommendations and decisions would then be vested in the Executive Secretary's office.

The second matter involved improved coordination of Chapter activities with operations of the FAA, including publication of *The Florida Architect*. There is need for better timing of Chapter elections and meeting dates; better Chapter committee structures in line with AIA organization; and closer liaison between Chapter and FAA affairs. The Board voted that a specical committee be set up for this purpose. As an FAA Coordination Committee its work would involve recommendations for both Chapter and FAA by-law changes — presumably in time for needed action during the 43rd Convention. President Wortman named JOHN L. R. GRAND as Chairman, with the three FAA District Vice-Presidents as members — WILLIAM B. HARVARD, FRANKLIN S. BUNCH and JOHN STETSON.



P/R IN PINELLAS COUNTY—As part of the Florida Central Chapter's Centennial Year program, Pinellas County architects affiliated with the Chapter sponsored for the first time an architectural exhibit booth at the Pinellas County Fair held in Largo February 26 through March 2. Developed under the chairmanship of Horace Hamlin, Jr., the exhibit of architect's work drew favorable comment from both public and press. Copies of the new FAA booklet, "How To Build With Confidence," were distributed in conjunction with the exhibit.

THE CHALLENGE OF A

At the Centennial Celebration meeting, on February 23, of the Florida Central Chapter, AIA, the chief speaker of the evening was Thomas H. Creighton, AIA, of New York, editor of the magazine Progressive Architecture. As a goad against complacency his address is worthy of thoughtful notice by every architect in Florida. It is reproduced here in full except for a few minor local references.

Tonight all over the country AIA Chapters and State Associations are meeting in special Centennial celebrations, to commemorate the founding, 100 years ago, of the American Institute of Architects, and to listen to talks on the Centennial year theme: A New Century Beckons. It is a time to review accomplishments of the last hundred years, and to look forward to greater ones in the coming hundred years.

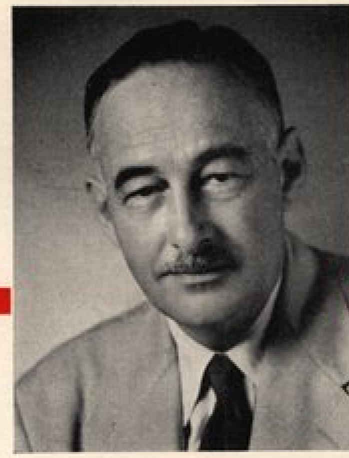
There are many ways the subject can be approached. As a matter of fact, it would be perfectly fair for someone to ask: "*What is NEW about this new century? Why do we mark an old century and a new century at this point, aside from the accident of history which brought a group of architects together to form a professional society exactly* 100 *years ago tonight?*"

Actually there are perfectly valid reasons for choosing this as a point at which to look back and recapitulate, and look ahead and prognosticate. The Institute and its members are very fortunate that AIA wasn't founded ten or fifteen years earlier. Because ten or fifteen years ago would *not* have been such a good break point. The amount of consolidation of gains in architecture since the war have been so great — in design, technical advance, and practice — that we have suddenly reached a point of maturity — and reaching maturity always means making awkward decisions about future life.

But before we come to those sticky "whither are we drifting" questions, let's look back a moment. One hundred years ago a very small band of conscientious men met in New York to form a professional group. Architecture — the art of enclosing space in the most beautiful possible way for the best possible use of the people of our land — had reached a point where a sense of *professional responsibility* was felt by these men. Their aims were simple and simply stated. First, of course, there was the reason for any group of like-minded people being formed — companionship, swapping of experiences, self-protection, self-help. "*Organization*," said Richard Upjohn in his after-dinner talk at the first annual banquet, "*is a wholesome check to the erratic wanderings of some men of genius, while it is a spur to the flagging energies of others.*"

But beyond that there was a feeling that organization would assist *architecture* — not so much the architect

CHOICE



By THOMAS H. CREIGHTON, A. I. A.
Editor, "Progressive Architecture"

— in two important ways: by helping the profession as a whole *"attain to a high degree of knowledge in the several branches of our art"* and *"to guide the public to a clear and sound understanding of (architecture)"* as Upjohn put it, or as another member added, *"improving ourselves and diffusing the love and knowledge of architecture among our fellow citizens."* So you see that technical seminars and a public relations program were among the original *raisons d'etres* of the Institute.

However, let us face the fact that these architects, progressive as they were for their time, had no idea what problems for the future their two strictures, self-improvement and public education, would involve for future generations of architects. "*We must*," said Upjohn, "*convince gentlemen* (clients were referred to more politely in those days than they are now) *that there is a difference in a mere building and one that is constructed scientifically and ornamented artistically.*"

Scientific construction in 1857, progressive as it was in many respects of wood and masonry systems and details, did not even envisage the steel frame, the plate glass, the plasticity of concrete, or the many ferrous, nonferrous, synthetic, plastic and laminated products we now know. Nor did it even dream of the surge of mechanical, electrical and sanitary equipment and their systems and components that began developing a half century later.

The buildings that were to be explained to the gentlemen clients of 1857 were mainly simple in nature. Shopping centers and motels and air terminals were dream stuff. The "gentlemen" themselves were not the high-tension commercial clients of today; and communications between the architect and his client were not jammed by the hosts of package-dealers, speculative builders, and interior decorators which cloud the design atmosphere today.

And finally, buildings "ornamented artistically" were much easier to explain, let us assume, than those designed in the modern esthetic. There was no hint then of the modern movement which grew some decades after Mr. Upjohn's speech in our midwest, spread to Europe, picked up aspects of the great 20th Century revolution in all the arts and cultures, and then traveled back to our shores to confound and confuse for several generations, not only the general gentleman public, but even the practitioners and even the schools of architecture.

It has been a hectic, dynamic century. In 1857 even the results of the industrial revolution itself could hardly be appreciated by our founding fathers; its affect on architecture was still speculative. Now, one hundred years later, we are still absorbing the changes in building technology, building types, and methods of practice that have resulted. And, with wars and depressions and cultural and social upheavals in between, we are now attempting to understand the import to us of the *second* industrial revolution — that one involving automation and the electronic implications of communication.

Granted that all these things have happened, that still doesn't answer our question: *Why is this particular point — 1957 — a good one at which to look forward to a "new century"?*

I think the answer is, primarily, that we are now at several points of decision. More and more one hears this time referred to as a "crisis" in architecture (and, one might add, in paint-

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Challenge . . .

(Continued from Page 9)

ing and sculpture and creative writing and the composition of music, in scientific study and the philosophy of religion, in geo-political considerations and socio-psychological recommendations, as well as in architecture). "Where do we go from here" is no longer a question of academic interest and idle speculation; it suddenly involves decisions that must be made, and action that must be planned. To put it in more philosophical terms, we are faced with certain imperative forced options.

Students of philosophy recognize two types of alternatives, or what they call *options*: those which are *forced*, and those which are *avoidable*. An avoidable option might be illustrated by my asking you: "Do you like me or dislike me?" Here you don't have to make up your mind if you don't want to. You can choose to ignore me. However, if I ask you: "Are you going to stay awake or fall asleep during this talk," that is a forced option. You must do one or the other.

In other words, in the case of an avoidable option, you can beg a question by walking away from it. If it is an unimportant question, that's often a good thing to do. If it's an important question, however, and you're ducking a big issue, it may be either irresponsible or cowardly to say, in effect: "I don't *have* to choose; therefore I won't choose." An example of that might be an architect's avoidance of choice between two strong hypotheses of design, both defensible, both creative, accepting neither and begging the question by resorting to a third, weaker design approach, but one more easily explained to the client.

Juries in architectural competitions often have this sort of choice between two outstanding and very different solutions—an important option which is avoidable because a third, compromise selection is always at hand. This is why, he says, Frank Lloyd Wright will never enter competitions. Actually, most jurors are neither irresponsible or cowardly, and do battle to a finish to choose between two top alternatives. Individual architects in their own work, I am told, are not always so stern with themselves.

On the other hand, a true option forces the choice; you can't run away from it. When someone offered me a second cocktail before dinner, I had to say, "Yes" or "No." No other answer was possible; and whether I *should* have had it or not is beside the point. Usually prior actions or commitments have brought one to the point of the unavoidable alternative.

Practicing architects are constantly being faced with such options, on a greater or lesser scale. Decisions must be made to go after a certain job or not, to take a certain job or not, to specify or not certain materials, to hire or fire or not certain employees. Having committed yourselves to the practice of architecture, you must decide "Yes" or "No.' The chances for begging these questions passed years ago.

So my sermon is simply this: that as a new century beckons, architecture in the United States, and architects in the United States, and hence the professional body of architects — the AIA — are faced with certain important options. Some of them are avoidable options, about which we must decide, very soon: Should we beg these questions or not? Some of them are unavoidable, forced options, which we have reached because of past actions and accomplishments of our own.

First, let's consider some very live, very "forced" options that we cannot walk away from.

There is, for example, the question: *Shall we, as architects, direct and primarily develop technological improvements in our field of building design and construction, or not?*

Then there is the question: *Shall we, or shall we not, consider it a part of our professional responsibility to enter into broad social planning problems—programming for society as well as for the individual client — such things as overall school and hospital planning, the development of such phenomena of our time as atomic and nuclear power, the new science of communications and mechanical control?*

And there is the question: *Should we, or should we not, extend the meaning of architecture to include urban design — the relationships of buildings and the relationships of elements with the community, as well as the design of isolated individual buildings — and the design of those parts of the environment that are most conspicuous and worst planned: the builder-house community, the strip commercial slums that ring all of our cities?*

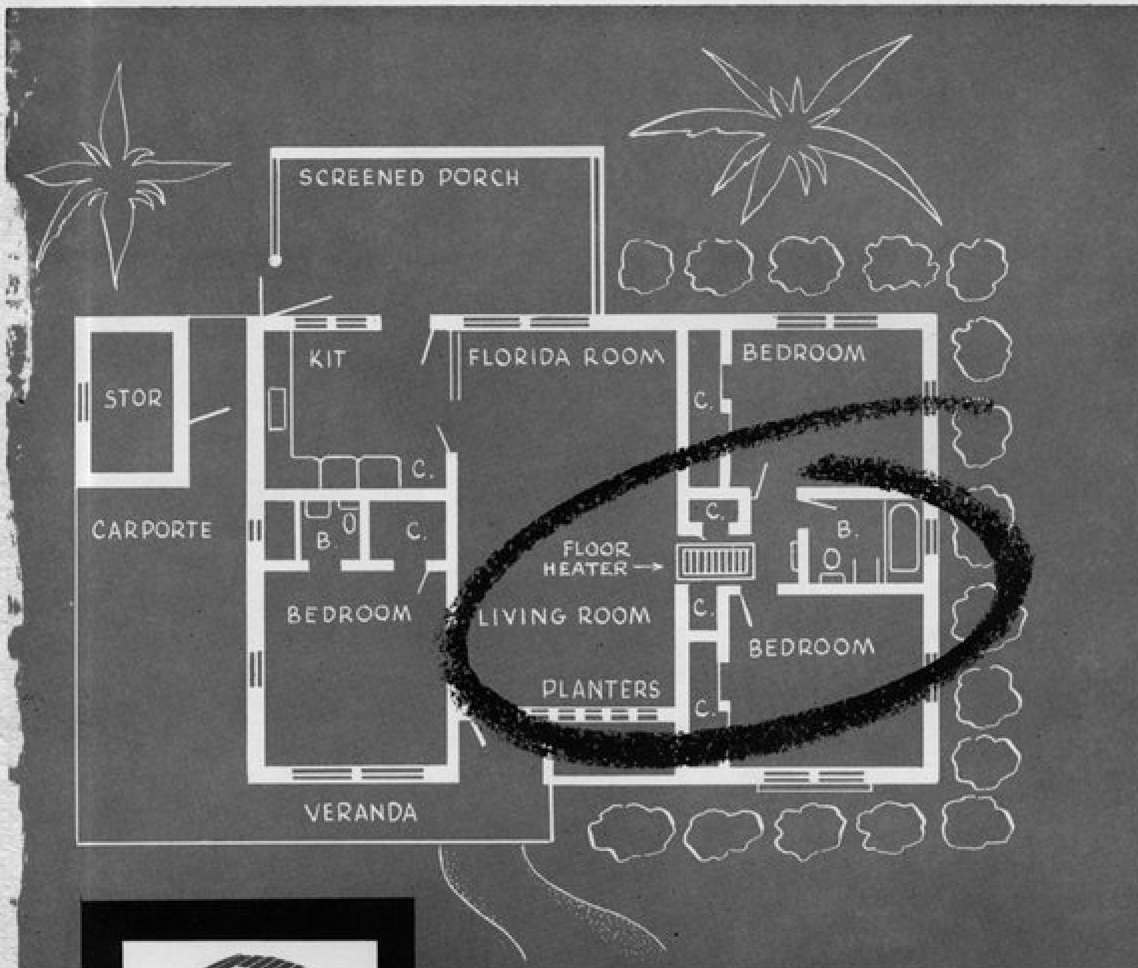
These, I think, are not questions that we can beg at this point. AIA is spending much effort this year pointing out to the gentlemen in the general public that architects are important. We have put ourselves in the position of facing unavoidable options. If we shrug our shoulders and turn our backs on them we *are* answering, in effect, "No" to the question of whether we will or whether we won't. And let us at least face the facts. If we say "No" to these options, someone else will pick them up. One reason that they are *live* options is that others want them if we don't.

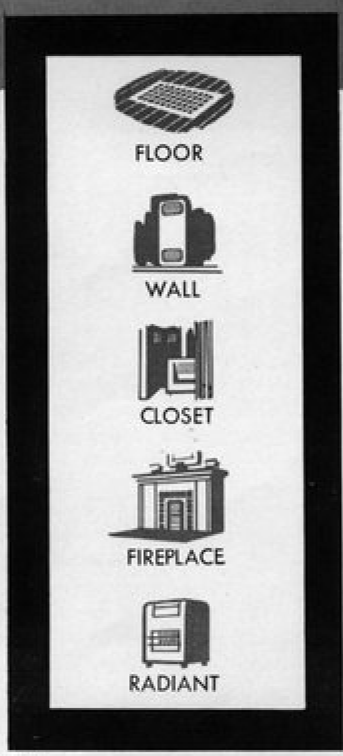
For instance, technological progress in the last century has been largely the result of the work of technicians, scientists and far-sighted manufacturers and producers. At this point — at the break between the old century and the new century that we are talking about — the designer's hand can, and I believe should, come into play. How much in the development of lighting engineering has been directed, or even influenced, by architects and architecturally-understanding engineers? Has the now-cliche'd curtain wall been developed under the direction of design-conscious architects — or are the architects simply using the product of a miscellaneous group of manufacturers of parts and components, not yet fully understanding the overall or the detailed design implications?

To speak in broader terms, as mined fuels run out—and they are running out fast — two sources of fuel energy are being seriously explored by scientists and economists: nuclear fission, and solar energy. It is inevitable that in the beckoning century these will be developed. Will their application to the design of buildings and of communities be done by the planners of buildings and cities — architects and their consulting engineers — or will we try to beg this question?

The science of cybernetics — the development of machines that do more than calculate data fed them; that think and originate — is not a madman's dream, but is in an actuality in the laboratories of MIT and IBM. These calculation and control ma-

(Continued on Page 26)





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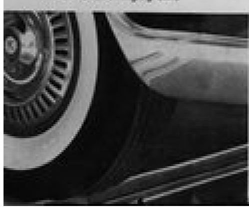
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FAA Committee Members for 1957

President Edgar S. Wortman completes personnel appointments for the FAA's thirteen Standing Committees and three Special Committees to serve during the current year.

The Committee structure of the FAA differs substantially from that of individual Chapters and also from that of the AIA Regional organization of which the Chapters are a part. Reason for this difference is two-fold. First, the FAA is not yet a completly integrated part of the AIA line organization. Thus, the character of its committee structure need not follow explicitly that of an AIA regional unit. Second, the FAA's field of operation and interest is the State of Florida. Though obviously both interests and activities stem directly from interests and activities of the ten AIA Chapters which make up the FAA, both the aims and policies of the State organization necessarily differ from those of an AIA Region—however much the FAA may appear to assume the functions, responsibilities and initiative of a regional entity.

It therefore follows that the FAA's committee set-up has been developed by its Board of Directors to do a special job in a special way. Primarily, this job is one of coordinating the basic activities of the member-Chapters to reinforce their effectiveness at the State level. But since its specific interest is confined to the State of Florida —and thus only indirectly concerned with either regional or national AIA programs—its committee structure is only partially patterned to follow that of the AIA at Chapter, regional or even national levels.

For example, the FAA now has thirteen standing committees. Of these, only two—*Education and Registration* and *Public Relations*—reflect the pattern of vertical standing committees recommended by the AIA in AIA Document 273, Advisory Form of Chapter By-Laws. But at least six of them are "vertical" in that they are set up to coordinate, at the State level of activity, the work done locally by similar committee groups in most individual Chapters. Seven others were formed to carry on the work of the State organization as such—though at least two of these have direct involvement with Chapter policies and procedures.

Vertical Standing Committees

1 . . . Legislative — Chapter-wise, regionally and nationally, this FAA group reflects interests of the AIA *Committee on Governmental Relations*. It is a "vertical" committee in so far as it embodies one or more representatives from every AIA Chapter in the State; but it is administered specifically to guard and advance the professional interests of Florida architects as these may be involved with actions of the Florida State Legislature.

As such, this FAA Committee works closely with The Florida State Board of Architecture and maintains close contact with legislative affairs toward the end of providing the architectural profession in Florida with an effective, and state-wide representation of its coordinated needs.

Chairman: James K. Pownall, 1407 East Las Olas Boulevard, Ft. Lauderdale.

Co-Chairman: Franklin S. Bunch, 33 So. Hogan Street, Jacksonville.

Members at Large: Richard B. Rogers, Orlando; Sanford W. Goin, Gainesville.

Members: J. Brooks Haas, Francis A. Hollingsworth, Jacksonville; Arthur L. Campbell, Florida North; Francis R. Walton, Harry M. Griffin, G. M. Peek, Daytona Beach; George J. Votaw, Palm Beach; James Gamble Rogers, Mid-Florida; Prentice Huddleston, Florida North Central; W. Stewart Morrison, R. Daniel Hart, Florida Northwest; Anthony L. Pullara, A. Wynn Howell, Frank W. Bail, Florida Central; Andrew J. Ferendino, C. Robert Abele, Florida South.

2 . . . Education and Registration — This is also a vertical committee—with both FAA and the regional organization of the AIA. Membership is drawn from similar or equivalent Chapter committees. Its basic purpose at the FAA level is to act as liaison between FAA member-Chapters, the State Board of Architecture and educational institutions in the State which involve the construction industry and the architectural profession.

Specifically, it is also concerned with long range educational objectives in Florida including; advancement and improvement of educational facilities and programs; advice on educational projects, funds for educational use and furtherance of registration-candidate training programs; and representation of the architectural profession's interests to the State Board of Architecture on matters of registration and maintenance of high standards of competency as pre-requisites for licensing.

Chairman: Sanford W. Goin, FAIA, 518 N. E. 4th Avenue, Gainesville.

Members: Robert E. Hansen, Broward County; Ralph F. Spicer, Daytona Beach; William B. Eaton, Florida Central; William Breidenbach, Florida North; James A. Stripling, Florida North Central; R. Daniel Hart, Florida Northwest; Jerry P. Simmons, Florida South; S. Ralph Fetner, Jacksonville; Richard B. Rogers, Mid-Florida; Byron Simonson, Palm Beach.

(Continued on Page 14)

Committees *(Continued from Page 13)*

3 . . . Public Relations — This is also a vertical committee for both FAA and AIA. For the FAA its purpose is to coordinate work of similar committees in each Florida AIA Chapter; and to formulate public relations policies and programs on behalf of the architectural profession at the State level. As such it should necessarily be in close contact with FAA administrative activities and with all other committees of the State organization. Membership is drawn from chairmen of P/R committees of each AIA Chapter.

Chairman: Roy M. Pooley, Jr., 1028 Gary St., Jacksonville.

Members: Jack W. Zimmer, Broward; Francis R. Walton, Daytona Beach; McMillan H. Johnson, II, Florida North; Albert P. Woodard, Florida North Central; F. Treadway Edson, Florida Northwest; Herbert R. Savage, Florida South; Robert A. Warner, Jacksonville; John T. Hart, Mid-Florida; Jefferson N. Powell, Palm Beach; Elliott B. Hadley, Florida Central.

4 . . . Joint Cooperative Committee, FAA-AGC-FES — This committee is "vertical" in the FAA, in that it is representative of all Chapter interests with membership drawn from Chapter committees equivalent to *Relations with the Construction Industry*. Its specific function at the State level, is to represent interests of the architectural profession with representatives of Florida's general contractor and engineering groups toward the end of improving the practical working relationships between all groups. Duties of the Joint Cooperative Committee also involve development of policies and programs at the State level to guard and further the interests of the construction industry in this state.

Chairman: John Stetson, 217 Peruvian Avenue, Palm Beach.

Members: Robert G. Jahelka, Broward County; Francis R. Walton, Daytona Beach; Anthony L. Pullara, Florida Central; Myrl J. Hanes, Florida North, Albert P. Woodard, Florida North Central; Frank J. Sindelar, Florida Northwest; Lewis M. Hitt, Florida South; Roy M. Pooley, Jr., Jacksonville; Charles L. Hendrick, Mid-Florida; Donald R. Edge, Palm Beach.

5 . . . Building Codes — Akin to the preceding committee, this is of special interest to Florida Architects and is thus vertical in that it is representative of all FAA Chapters. Not all Chapters contain a committee on building codes, however; and in such case membership of the FAA Committee has been named from committees dealing with corollary matters. Purpose of this Committee is to encourage overall improvement of building codes throughout all sections of the State. Thus, in cases where local Chapter activities involve development of uniform codes or improvement of existing codes, this Committee's work is of a coordinating character.

Chairman: Joseph M. Shifalo, Suite 1 and 2, Postal Building, Winter Park

Members: John M. Evans, Broward County; William R. Gomon, Daytona Beach; Howard F. Allender, Florida Central; Myrl J. Hanes, Florida North; Forrest R. Coxen, Florida North Central; William S. Morrison, Florida Northwest; Taylor Hardwick, Jacksonville; Frederick W. Kessler, Palm Beach; Igor Polevitzky, Florida South.

6 . . . Membership—Since not all Florida Chapters have membership committees, personnel of the FAA Committee is drawn from chairman of the various Chapter Affairs Committees. Purpose is to coordinate various Chapter policies and programs relating to membership and where possible to aid individual Chapters in enlarging membership rosters. Since FAA membership depends directly on Chapter memberships, work of this committee is largely that of cooperating with appropriate committees of each AIA Chapter.

Chairman: Roland W. Sellew, P. O. Box 1427, Sarasota.

Members: Cedric Start, Broward County; Joel W. Sayers, Jr., Daytona Beach; Blanchard E. Jolly, Florida Central; John L. R. Grand, Florida North; James A. Stripling, Florida North Central; Samuel Marshall, Florida Northwest; John O. Grimshaw, Florida South; H. Lamar Drake, Jacksonville; Hill Stiggins, Mid-Florida; David Shriver, Palm Beach.

7 . . . Professional Practice — This Committee is vertical in that it has Chapter membership; but its purpose is variously involved in each Chapter. Generally this purpose is to encourage high and ethical standards of office practice and to aid the State Board of Architecture locally in efforts to stop and prevent violations of the existing State law regulating the practice of architecture.

Chairman: Mellen C. Greeley, FAIA, 6457 Pottsburg Drive, Jacksonville 11.

Members: A. Courtney Stewart, Broward County; Ralph F. Spicer, Daytona Beach; Thomas V. Talley, Florida Central; William Breidenbach, Florida North; James A. Stripling, Florida North Central; Roger G. Weeks, Florida Northwest; Theodore Gottfried, Florida South; Warren C. Hendry, Jacksonville; F. Earl DeLoe, Mid-Florida; David Shriver, Palm Beach.

Non-Vertical Standing Committees

Each of these six FAA Committees was formed to serve special administrative purposes in which individual Chapter activities are not directly involved. Thus they are not staffed by representatives of all Chapters, though membership does, in each case, represent the general regional divisions of the FAA.

1 . . . Budget — Duties of this Committee are: to consider the operational needs of the FAA for the coming year; and in view of those needs determine a practical working budget in terms of the organization's estimated income. In effect, this constitutes formation of a fiscal policy for the FAA.

Chairman: Edwin T. Reeder, 1777 Biscayne Boulevard, Miami.

Members: Morton T. Ironmonger, Broward County; William R. Gomon, Daytona Beach; and Ernest T. H. Bowen, II, Florida Central.

(Continued on Page 17)

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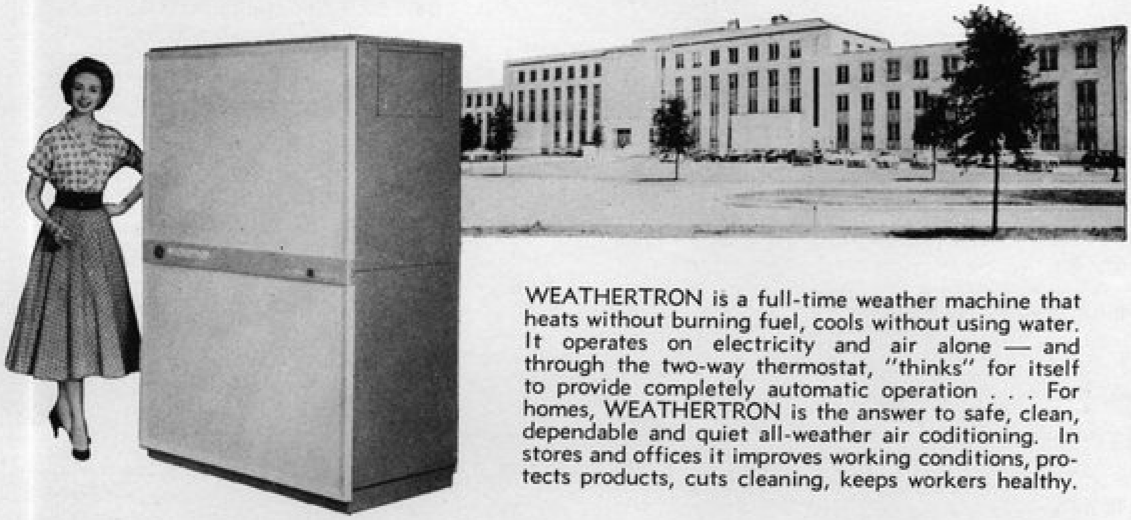
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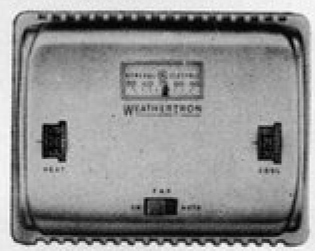
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Committees *(Continued from Page 14)*

2 . . . Publication — This Committee was set up some three years ago to supervise development and progress of the FAA's Official Journal, *The Florida Architect*. For sake of efficient operation, appointments have been made in the vicinity of the magazine's publishing office. Each member is appointed for a three-year term, thus assuring continuity of activity and contact with the publication's staff.

Chairman: H. Samuel Kruse, 14521 Memorial Highway, North Miami. (2 years)

Members: G. Clinton Gamble, (Ft Lauderdale, 1 year); T. Trip Russell (Miami, 3 years).

3 . . . By-Laws — At the present writing this Committee has not been charged with any specific activity; but it has been named in view of the possibility that some FAA By-Law changes may be necessary as the current FAA administrative program develops.

Chairman: Jefferson N. Powell, 230 So. County Road, Palm Beach.

Members: A. Wynn Howell, Florida Central; Walter B. Schultz, Jacksonville.

4 . . . Planning and Zoning — This is primarily a Committee for the purpose of coordinating the policies and programs of the Florida Planning and Zoning Association with interests of the architectural profession throughout the State. Also it has the objective of stimulating interest in planning and zoning matters at the Chapter and local community levels.

Chairman: William T. Arnett, College of Architecture and Fine Arts, University of Florida, Gainesville.

Members: William R. Gomon, Daytona Beach; Sidney R. Wilkinson, Florida Central; William A. Russell, Florida South; Albert R. Broadfoot, Jacksonville; Kenneth Jacobson, Palm Beach.

5 . . . Resolutions — Prior to this year this has not been a Standing Committee; but in view of the action taken at the 42nd FAA Convention, it is now charged with considering resolutions from various sources substantially prior to the annual meeting. Chief purpose of the new resolutions procedure (reported in the December 1956, issue of *The Florida Architect*) is to permit publication of resolutions in plenty of time to permit their review and study by the membership at large.

Chairman: G. Clinton Gamble, 1407 East Las Olas Boulevard, Ft. Lauderdale.

Members: A. Wynn Howell, Florida Central; Jack Moore, Florida North, Igor B. Polevitzky, FAIA, Florida South; Ivan H. Smith, Jacksonville.

6 . . . Board of Trustees, FAA Loan Fund — Function of this Committee is administration of the Loan Fund for University of Florida Students established by the FAA over 30 years ago.

Chairman: John L. R. Grand, College of Architecture and Fine Arts, University of Florida, Gainesville.

Members: William T. Arnett, Florida North; Edward M. Fearney, Florida North.

FAA Special Committees

These are committees of either a special or temporary character appointed by the FAA President to serve only during the term of his administration.

1 . . . Centennial Observance — Chairman is William B. Harvard, 2714 Ninth Street, North, St. Petersburg. Members are: Franklin O. Adams, FAIA, Florida Central; and Herbert Coons, Jr., Jacksonville.

2 . . . Advisory Committee on Orlando Case — Chairman is James E. Garland, 7795 S. 79th Court, Miami 43. Members are: L. Alex Hatton, Mid-Florida; and George J. Votaw, Palm Beach.

3 . . . Aid to Governor's Committee on School Construction — Chairman is Sanford W. Goin, FAIA, 518 N. E. 4th Avenue, Gainesville. Members are: William S. Morrison, Florida Northwest; Albert R. Broadfoot, Jacksonville; George M. Meginson, Florida North Central and Sidney R. Wilkinson, Florida Central.

According to the FAA Constiution and By-Laws, these Committees are required to report their findings, recommendations and actions to the body creating them. In all cases the President of the FAA is *ex-officio*, a committee member.

PALM BEACH OFFICERS

Photographed at the February 23rd Centennial Celebration meeting of the Palm Beach Chapter were the Chapter officers shown here. Left to right they are: Kenneth Jacobson, Secretary, and also President of the Florida Planning and Zoning Association; Frederick W. Kessler, Vice-President; Hilliard T. Smith, President, and Donald R. Edge, Treasurer. . . . The meeting, held at the Polo Club in West Palm Beach, was attended by more than 80 members and guests among whom were C. Herrick Hammond, FAIA, past president of the AIA; Edgar S. Wortman, FAA president; Mayor Maurice E. Holley of West Palm Beach; Mayor George Warren of Delray; Mayor Ralph Dupee of Lake Worth; Ray Cox, president of the FES, and Gaye Malle, president, Florida East Coast Chapter, AGC.



News & Notes



CENTENNIAL EXHIBIT—First annual exhibition held by the Sarasota-Bradenton Association of Architects drew crowds to the Ringling Museum in Sarasota where it was held as part of the local AIA Centennial Observance. Among the exhibits was a model of a circular residence, shown here, for which Carl A. Vollmer was architect. Viewing the model are, left to right, Mrs. E. E. Biel of Bradenton, Sarasota County Commissioner James D; Neville, Vollmer, and Mrs. Neville. The exhibit included photos, plans and models submitted by 17 local architects.

43rd Convention Committe Named by Chairman Levison

ROBERT H. LEVISON, General Chairman for the Florida Central Host Chapter of the FAA's coming 43rd Annual Convention, has completed appointment of the full Convention Committee. Named were: EUGENE H. BEACH, *Assistant Chairman*; JOSEPH L. COGGAN, *Publicity*; WILLIAM B. EATON, *Program*; JACK MCCANDLESS, *Registration and Convention Treasurer*; ERNEST T. H. BOWEN, *Product Exhibits*; MARK HAMPTON and WILLIAM B. HARVARD, co-chairmen for *Architectural Exhibits*; A. WYNN HOWELL, *Hospitality*; EDMOND N. MACCOLLIN, *Entertainment*; ANTHONY L. PULLARA, *Awards*; KENNETH W. DALZELL, JR., *Arrangements*; RALPH W. B. READE, *Transportation*. MRS. A. WYNN HOWELL heads the Chapter Auxiliary Ladies Committee.

This 12-man group is now working out details of what it hopes will be one of the largest and most constructive Conventions in FAA history. Slated for announcement next month is a "package deal" for convention expenses which is now being developed with the Fort Harrison Hotel, Clearwater, which will be headquarters for the three-day conclave scheduled for November 7, 8 and 9. It is hoped that this all-expense arrangement can be expanded to include air-transportation; and discussions are now being held with at least two major air lines toward that end.

Florida South Chapter Okays Expressway Plans

Highlight of the March meeting of the Florida South Chapter held in Miami's Urmey Hotel, March 12, was discussion of plans for Miami's expressway program recently completed by Wilbur Smith, traffic engineer who has been studying the problem for several months. The Smith program was presented by City Engineer Arthur Darlow.

Chief concern of the plan's critics has been the fact that the program involves some interchanges and some elevated portions where traffic ways are joined or where the expressway must cross existing arteries. Darlow

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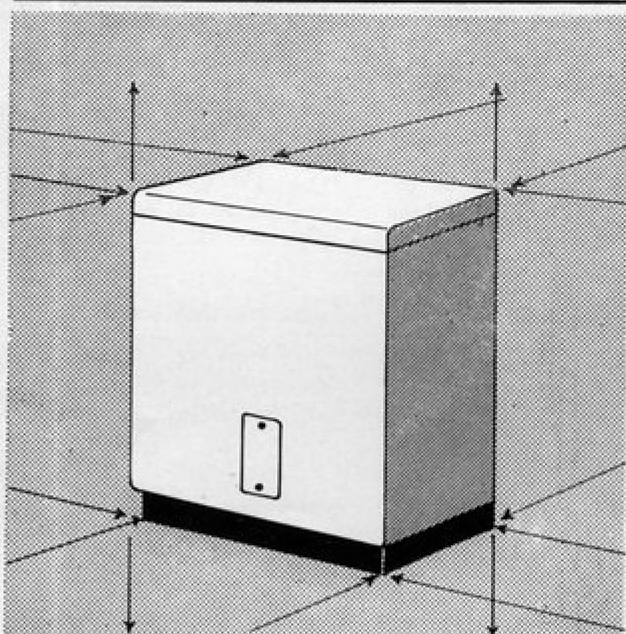
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News & Notes

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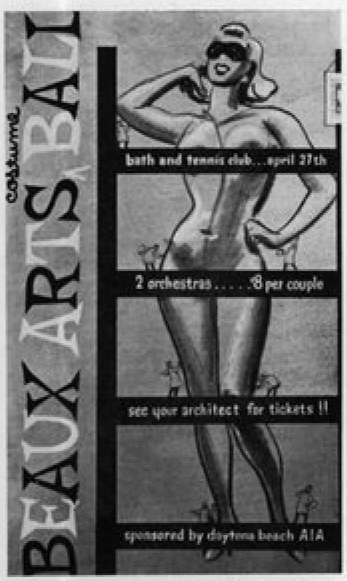
pointed out such elements of the expressway program should be the concern of the architectural profession and expressed his belief that good design was the only needed answer to such criticism.

The Chapter went on record as endorsing the expressway.

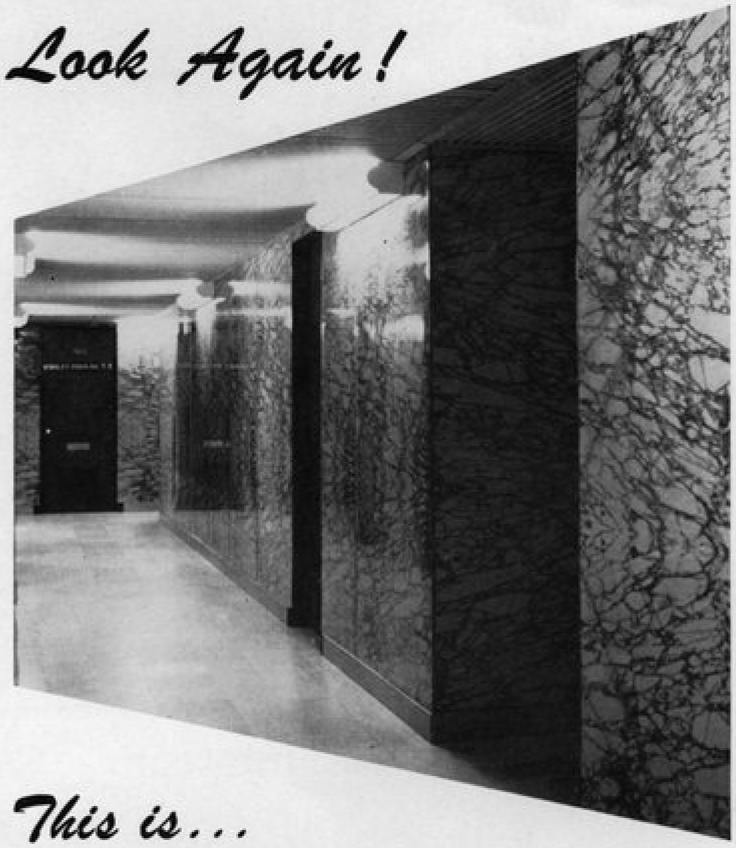
Chapter Work on Display at Broward County Home Show

Twenty-three members of the Broward County Chapter met with nine guests at the Sea Horse Restaurant for the regular monthly Chapter luncheon meeting March 8. Present were officials of the Broward Builders' Exchange, who discussed plans for the Broward Home Show slated for the latter part of March. The Chapter had previously authorized an institutional advertisement in the Construction Guide published yearly by the Exchange. Also, it had planned to staff a display booth at the Home Show, where members' work would be on exhibition and where copies of the FAA's new booklet *How*

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This poster, designed by Charles Corsi, Daytona Beach advertising man, marks a new P/R activity of the Daytona Beach Chapter. The Beaux Arts Ball—in costume!—has been planned as a community affair. But architects from all sections of the State are welcome to attend, according to Francis R. Walton, Daytona Beach Chapter P/R Chairman.



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to Build With Confidence would be distributed to the public.

Chapter past-president Robert G. Jahelka was appointed as an associate to the Broward Builders' Exchange Board of Directors. He has long been instrumental in supporting a program of yearly craftsmanship awards; and the Chapter voiced its approval and support of this activity.

Along the lines of cooperating with other elements of the Broward County building industry it was proposed that an architects-builders dinner be held as a yearly event.

Executive Secretary Will Represent FAA at Tallahassee

When the 1957 Florida State Legislature opens at Tallahassee, April 2nd, the FAA will be represented by its Executive Secretary, Roger W. Sherman. He will act as an on-the-spot contact for the FAA's Legislative Committee and will thus take over the work formerly done during legislative sessions by the FAA's legal counsel, Benmont Tench, Jr.

The arrangement was made at the January Board of Directors' meeting. At the FAA Convention last November it had been decided to retain a Tallahassee attorney for this assignment. But in January the Legislative Committee reported its inability to find one willing to accept the post for the fee appropriated. Thus the Board named the Executive Secretary as the FAA resident representative — with the understanding that Tench, as the Association's legal counsel, would be available for techenical advice and assistance if needed.

James K. Pownall, Chairman of the FAA Legislative Committee, regards FAA representation at Tallahassee as "a watch-dog job" this year.

"*The architectural profession is not seeking to obtain any new legislation this year*," he said recently. "*We understand that the need for appropriating funds for the new Architectural School at the University is recognized by legislators and is slated for favorable action during the session. Our chief job at Tallahassee is to do whatever we can to support constructive legislation being sought by other groups in the construction industry. Also, we should be ready to*

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provide information regarding any phase of our professional activity which may be helpful to any segment of our State government."

Headquarters of the FAA Secretary at Tallahassee will be the Floridan Hotel. However, the FAA's Miami office will be operating as usual during his absence and will be in charge of VERNA M. SHERMAN, as Assistant to the Executive Secretary.

New FAA Booklet Is Being Put to Work

Apparently the FAA's new P/R informational booklet, *How to Build With Confidence*, is filling a real need for material of this kind at the Chapter level. Of the 10,000 printing authorized at the January Board of Directors' meeting, almost half has been shipped. Completion of the booklet was announced — accompanied with a copy — to all Chapter presidents and secretaries on February 12. Since then the Florida Central Chapter and two of its affiliated groups have ordered 3,400. The Broward and Northwest Chapters were shipped 500 each; and Mid-Florida and Florida South ordered 200 each.

Quantity distribution of the booklets is being confined to Chapter organizations, with the booklets being made available at cost. The booklet was developed last year by a special FAA committee to replace the former P/R medium *Presenting Your Architect*, which had gone out of print. Members were, VERNER JOHNSON and T. TRIP RUSSELL, of the Florida South Chapter, and the FAA Exec. Secy.

Architectural Exhibitions Catch the Public's Interest

Chapter Affairs chairmen who feel that public exhibits of work are not worth the work and expense they cost could profitably consider the record of a series of such exhibits recently developed under the general sponsorship of the Florida Central Chapter. Briefly, the experience of this group is opposite from the general attitude toward exhibits. West-Florida architects have found that the public not only likes to view examples of contemporary work but apparently gains much information about architecture

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and architectural service by doing so.

In recent months three exhibits have been staged in the Florida Central Chapter area. One was held in St. Petersburg under the auspices of the St. Petersburg Society of Architects; another at the Ringling Museum in Sarasota, sponsored by the Sarasota-Bradenton Association of Architects. The third opened recently at the Pinellas County Fair at Largo. It was developed jointly by St. Petersburg and Clearwater architects working as the Pinellas Architects' League.

All these shows have been successful — if expressions of the viewing public and favorable reaction of the local press are any indications. Results have been such, in fact, that both the St. Petersburg and Sarasota-Bradenton groups are now planning to make the exhibit a yearly affair.

Secret of this success is chiefly enthusiasm and hard work of those directly in charge of the shows. Another factor — and one which every exhibit chairman stresses — is the need for planning the show program and carrying it through consistently. The program includes publicity — preliminary mailing of an invitation, which ran to more than 1,000 was made at St. Petersburg — and at least three newspaper stories, preferably with pictures. It also includes attendance at the exhibit by architects — and their wives — working regular shifts and prepared to answer any questions which the viewing public may ask.

At both St. Petersburg and Sarasota the shows' opening nights were built up to the stature of local social functions; and the Central Chapter's Auxiliary took an especially active part in the opening receptions. At Largo the show was continuously manned by teams of local architects; and during its run hundreds of the new FAA booklet, *How To Build With Confidence* were handed out to visitors.

There is no reason to believe, say those who have successfully run such shows, that the profitable experience of members of the Chapter cannot be realized in every section of the State. All it takes, they say, is a small appropriation from the treasury, a disposition on the part of Chapter members to cooperate and an Exhibition Committee which will plan first and then work to make the plan effective.

News & Notes

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Inspiration from Japan

Recently published, a book on Japanese Temples and Tea-Houses may, or may not, prove inspiring to Florida Architects. To those interested in the philosophical background of heavily-disciplined Japanese art, the book will prove of absorbing value. The author, WERNER BLASER, a Swiss designer who is also a photographer, draftsman and world-traveler, has documented this background in a penetrating study of the historical, spiritual and social elements from which the simple, but profound design of the Japanese tea-house developed.

The book is less a collection of photographic plates than a pictorially documented treatise on the characteristics of Japanese architecture. Photos and drawings, however, play an important part in the presentation of this treatise. They comprise over 100 plates and 21 line sketches, all done by the author.

JAPANESE TEMPLES AND TEA-HOUSES by Werner Blaser. Printed in Switzerland and published by F. W. Dodge Corp., New York. $12.75.

ADVERTISERS' INDEX

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Challenge . . .

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chines are now being applied to industry, to processing in the oil fields, to more day-to-day commercial uses. Are we, as designers of the space that will house these activities, going to wait to be told by our ungentlemanly clients how they want to use this technological second revolution — or are we going to study its implications, its uses, its dangers and its potentials, and *advise* those clients?

Before we try to answer those embarrassing questions, let's turn to another equally troubling one: the design of cities. Again, the reason this is an *imperative* decision for us to make is that we have put ourselves in a position from which we cannot retreat. We are, we say, the designers of the human environment. Well, do we dare look at the environment that has been designed in the last half century in any of our American cities?

The rows of downtown, unrelated, mediocre buildings. The jams of traffic which make those rows of buildings all but inaccessible. The street signs, the building signs, the lamp posts, the urban furniture that clutters and distracts instead of directs and informs. The ribbons of shoddy structures stretching to the suburbs and the airports and the highway access points. The gridirons of facades of badly built and unplanned speculative housing. In all this mess the finding of an occasional architectural work of which the designer can be proud and the owner have some sense of worthwhile sponsorship is a miracle. Even the excellence of the excellent is lost because of its surroundings.

This is a responsibility that we have largely shrugged off, up to now. We have felt that it was not a forced option, because, by and large, it was not a *design* problem. However, at *this* point, as the new century beckons, we can no longer believe this. The interest in urban renewal, the concern of the business community itself with the problem of deteriorated real estate and urban blight, have forced a situation where someone is going to do some urban design in the century that beckons many people. Architects must decide: are we interested, or not? If not, there is always a Robert Moses, a Bill Zeckendorf, a Robert Dowling, a Bill Leavitt. *They* can see a beckon-

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ing finger as well as the next man.

These are some of the things we *must* decide. Frankly, I am not too optimistic about the decisions of the profession as a whole on these questions. I fear that in most cases the choice to the option will be, "I choose not to concern myself."

However, while most of us suffer from too much work, while most of us live in an other-directed world, taking the simple course of easiest and most acceptable action, there are those few among us who try to turn every commission for a single building into an opportunity to improve an area; who spend time on "minor" design problems, such as signs and accoutrements, which become major advances in street or community esthetics; who serve on time-consuming and non-profit-producing boards and commissions and committees. While the rest of us pretend that polite lectures at luncheon meetings are research activities, and that attendance at a Civic Association meeting is community planning activity, true research — basic research on planning problems and on technical problems — goes on, with some architects as collaborators.

You can relax now. The few remaining remarks will be about *avoidable* options — choices you don't *have* to make. They have to do with matters of design; and if an artist chooses to paint a dull picture, or a musician play uninspired music, or an architect design mediocre buildings, the world will not cease turning, empires will not fall, and architects will still be up to their necks in business. I agree, however, with another comment at that first annual Banquet of the Institute to which I referred before. Mr. Leopold Eidlitz said: *"Every opportunity lost for the successful production of an architectural monument is an opportunity lost for the advancement in morality and refinement, a blank in the history of progress and civilization, a discord in the harmony of God's creation, and a blot upon the beautiful face of nature."*

This is the architect's great *avoidable* option. If we translate Mr. Eidlitz's word "*monument*" into terms of a building that is stimulating and emotionally satisfying as well as func-

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tionally useful, we must admit, I think, that we are creating many blanks and many blots in the history of progress.

Where do we go now, in design, after the first skirmishes of the last century's revolution have been won, after the rascals of eclecticism and copyism have been turned out, after functionalism has again been proved valid (as it has many times in the history of architecture), after formalism has been refined to a pure bronze perfection, after taliesin organic has contributed its valuable lessons and become mile-high exhibitionism?

The Institute, in its prospectus for the Centetnnial Convention, says: *"Our vast new knowledge of the nature of matter must be matched by an equivalent understanding of the nature of man."* Architecture, in the past century, has surely made a careful study of the nature of man's *physical* actions. We know how he studies, physically; how he travels; how he works in his office; what happens to him, physically, in a hospital. But contemporary architecture has made little attempt, except in very recent years and on the part of a very few designers, to understand and satisfy the spiritual or emotional needs — or inhibitions — of modern man. Will we now search for ways to humanize our architecture and give an emotional content to its form and to the space those forms enclose? Or will we settle into a dull, routine repetition of what we do so well now — the technically perfect building, reticulated, articulated, modulated to a fine degree of panelled perfection and answering the functional program of the client better, perhaps, than any architecture has ever done? One sees them, these beautifully designed nonentities, in all parts of the world. This, at the end of the first century of AIA, is America's architectural gift to the world.

Since we are speaking in terms of philosophical alternatives rather than how-to-do-it directives, I am not going to attempt to predict what our next steps in design will be — nor say what they should be. I do wish we could agree on two general moves, however:

Let us resolve that experiment and individual creative efforts are to be encouraged. Let us have an end to the kind of sniping that pokes fun at the sterility of modern design on the one hand and derides design experiment on the other. One thing that modern scientific thinking has taught us is that progress is not inevitable — that as Norbert Wiener reminds us, progress exists as a conscious move against entropy, against nature's natural tendency to disorganization, chaos and sameness. Progress, in this next century in architecture, will come only through the efforts of those who work for progress — not from those who abdicate, or imitate, or deride.

Let us resolve that *constructive* criticism is to be encouraged. We learn and progress through experimentation only when the experiments are analyzed and criticised. We do not have enough of this in architecture— in fact we have almost none. If we are going to pick up our avoidable option to do work with deeper meaning, then we must have a sharper sense of evaluation. The magazines are hamstrung in this respect, because the architects whose work we publish will not allow critical presentations. The beginnings of this must come in seminars of our own — and I think the P/A Design Award Seminar recently held pointed the way to such an approach.

To summarize very briefly these points I have tried to make, let me quote Norbert Wiener again: *". . . modern man, and especially the modern American, however much 'know-how' he may have, has very little 'know-what' . . ."* At the end of the first century of the Institute's existence, we have great "know-how" in architecture. We now face certain decisions involving "know-what." We must decide what it is that we want architecture to be in the next century before we decide how best to do it. Some of the decisions—further technical direction, the design future of broad-scale planning, among them — are choices we must make as responsible architects. Others — primarily the further development of our design attitudes in relation to man's deeper-than-function desires — are options we can face, or not, as we choose. But as we choose let us remember always the admonition in that first annual banquet of the Institute: Our alternative is between creating an architecture, or providing merely "a blank in the history of progress and civilization."

in conference...

Answer to the Small House Problem



A short time ago there appeared, in these columns, a suggestion from an AIA architect that Florida architects concern themselves more than at present with the design of small houses. His suggestion embodied the idea that stock plans developed by capable AIA architects in Florida could be distributed by the FAA to replace those now being distributed by out-of-state architects. His thought was that such a scheme would not only be self-supporting, economically, but would serve to raise the quality standards of small house construction — as well as bring the architects into closer touch with the home-building public.

As a follow-through on that suggestion, we talked to an architect who is not only vitally interested in small house design, but is also a member of an AIA committee dealing with that subject. He said, bluntly, that the suggestion was impractical. Here are some of his reasons—the quotes being the substance of his remarks, not his exact expression:

"The stock plan idea as a basis for professional, not commercial, activity, has been tried many times before—and has failed in every instance. Reason is that any plan for any house is merely an instrument of service. The successful development of any small house design is a measure of the builder's personal interpretation of that design.

"Most stock plans are bought by a prospective owner and turned over to a builder for construction, without benefit of architectural supervision or design interpretation. In the vast majority of cases the result is neither what the designing architect had in mind, or what the owner visioned. The result is dissatisfaction on everybody's part—except, possibly, the man who made a profit on the construction.

"This situation will continue to exist just as long as architects regard the 'small house problem' as an excuse for dilettantish design instead of a challenge to creative effort."

He went on to say that the problem of the small home had but two solutions. One must come from industry—with standardization and pre-fabrication as essential and basic characteristics. The other must come from architects on a personalized basis — which, he emphasized, must necessarily be related to a restricted locality.

'The architecture of the small house," he said, "will never come of age until the architect becomes again what he originally was—a master builder who constructs as well as designs his buildings. That, of course, is improbable, for the tenets of the AIA are in direct opposition to that need. So long as professional ethics prevent an architect from building what he has designed, the small house problem will lack any realistic professional solution.

"But small houses—homes for the average American family," he continued, "are the greatest challenge to creativeness, to ingenuity, to artistic and technical competence which any architect can face. Most architects cannot measure up to it; and those who can are a group apart from the vast majority of their professional brethren. They are the modern master-builder who has been wise enough to re-discover the fact that a graphic design—a small house plan, stock or otherwise—is merely a means to an end. The end itself is good building for good living. That takes a knowledge of materials and crafts, local codes and customs, labor costs and community conditions. Above all it requires imagination—and the ability and courage to recognize, admit and build over your own mistakes."

Well, there's one answer to "the small house problem." Maybe you won't accept it. But you can't help but wonder—can you?

A New Century Beckons . . .

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